

WSFA Television Localism Initiatives

WSFA produces 22 hours of local news each week. Our newscasts air M-F 5-7am, 12-1230pm, 5-530pm, 6-630pm and 10-1035pm. On Saturday we air local news 6-630pm and 10-1030pm. On Sunday we air local news 10-1035pm. We also have aired a regularly scheduled public affairs program every Sunday 9-930am. We have moved the program recently to a Saturday 630-7pm time period.

We expanded our early morning news in June 2004. We added the half hour from 5-530am to our existing 90 minutes of local news in the early morning.

We use our website to provide enhanced coverage of local news. As an example, we have provided the detailed proposed budget of the city of Montgomery on our website. We also provide streaming video of many news stories, so viewers who cannot watch a newscast can find the stories they are looking for on our website. We have already streamed the video of candidate interviews that we have done on our public affairs programming. This allows the public to view these interviews at their convenience.

Our weekly half-hour public affairs program features interviews with local people from a variety of walks of life. During the political season, we feature interviews with candidates for various local offices.

We offer access to our air to various community events and people through our regularly scheduled 12 Talk segment of our M-F 12-1230pm newscast. This segment is approximately 5 minutes each day.

We preempt network programming for events of local interest. Annually we air a one hour special on the Auburn - Alabama football game in prime time the Friday prior to the game.

Our station participates in the Amber Alert program through the Alabama Broadcasters Association. We air the alerts that come from law enforcement on air and on our website. We also e-mail those alerts and other news bulletins to a list of e-mail addresses of those people who want breaking news from us.

WSFA has three ENG units that we use to cover breaking news. We also have Doppler radar that we use to track severe weather in our viewing area. Our policy is that we break into any programming at any time in order to provide possible life-saving information. We do this on a regular basis.

When Hurricane Ivan came ashore in Alabama WSFA had continuous commercial free coverage from 10pm on Wednesday, September 15, 2004 through 630pm on Thursday, September 16, 2004.

We established a Hurricane Action Line where viewers could call and receive answers to their questions or give us reports from their neighborhood. We manned a 10 telephone phone bank for 25 ½ hours from 5pm Wednesday, September 15th through 630pm Thursday, September 16th. We estimate that we took 20,000 calls during that period.

We established a special e-mail address for viewers to e-mail us questions or comments during the hurricane.

We did a one-day blitz fund raiser for the American Red Cross Hurricane Ivan Relief Fund and for the local disaster relief fund on September 30, 2004. The fundraiser was from 6am to 630pm at Lowe's in Montgomery. We telecast live

during our newscasts and with cut-ins to other programming during that period. We raised \$81,000.

We have e-mails, cards and letters from over 250 viewers commending us on our coverage of Hurricane Ivan.

We also produced and aired a one-hour special program on the devastation caused by Hurricane Ivan and how the people of Alabama banded together to help their neighbors recover from the results of the storm. We also offered copies of the special for sale with the proceeds from the sale going to the Red Cross local disaster relief fund.

Prior to Hurricane Ivan, we responded to a request from the local Red Cross chapter to help them raise money for Florida hurricane victims. We did a one-day blitz using our local newscasts and cutting into other programming to urge local residents to come by the Red Cross and donate to the Florida Hurricane Relief fund. We raised \$15,000 that day.

Our website is used to provide enhanced information about political issues. We have a sample Montgomery county general election ballot on our website. We also have a complete copy of all the language of 8 statewide amendments to the Alabama constitution. We have voter registration information on our website along with copies of voter registration forms and links to county registrars for voter registration information. We have transcripts of the Presidential and Vice Presidential debates that will remain on the site until after the November 2nd General Election.

WSFA participates in a myriad of community events. We sponsor the Alabama Shakespeare Festival Armchair Auction in January to raise money to support ASF. We provide an hour of airtime and use of our studio at no charge to auction items that are donated by local merchants. This auction raised \$93,000 for ASF in 2004.

We provide 10 hours of airtime and the use of our studio facilities to air the annual Children's Miracle Network telecast. Proceeds from the local telecast go to Alabama Children's Hospital. This year we raised \$635,741.

We provide direct access to our website to community groups, including churches to put their events on the Community Page of our website.